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ABSTRACT

This report on the attitudes toward Girl Scouting and minority participation in Girl Scouting is based on the results of the Girl Scout Internal Survey and a telephone survey of the general public conducted by the Roper Organization. A stratified sampling technique was used to select Girl Scout members, affiliated adults, and non-members for the internal survey. The population selected for the Roper Survey consisted of a national cross section of adults plus two "oversamples" designed to include an additional number of blacks and Hispanic Americans. The results of both surveys showed an overall favorable reaction by blacks and Hispanics toward Girl Scouting and its impact on minorities. Likewise, the majority of whites were said to approve of minority participation in Girl Scouting. (JCD)

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THE IMPACT OF MINORITY PRESENCE IN GIRL SCOUTING ON WHITE AND MINORITY COMMUNITIES

EXECUTIVE SUMMARY

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134

The Impact of Minority Presence In Girl Scouting On White and Minority Communities

Girl Scouts of the U.S.A.
830 Third Avenue
New York, N.Y. 10022

GIRL SCOUTS OF THE U.S.A.

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Contents

Foreword	1
Background	3
Profile of Survey Respondents	5
Girl Scout Survey Respondents	5
Respondents from The Roper Organization, Inc., Survey of the General Public	6
Methodology Employed	8
In the Girl Scout Internal Survey	8
In The Roper Organization, Inc., Survey	8
Highlights of the Internal Survey of the Girl Scout Population	9
Attitudes toward Girl Scouting in General	9
Attitudes Regarding Minority Presence in Girl Scouting	10
Commitment to a Totally Pluralistic Girl Scout Organization	10
Awareness of Minority Presence and Participation	12
Impact of Minority Presence on Girl Scouting	15
Recommendations for Increasing Minority Involvement	17
Results of The Roper Organization, Inc., External Survey of the General Public	18
Opinion of Girl Scouting in the General Public	18
Involvement in Girl Scouting in the General Public	18
Attitudes of the General Public toward Minorities in Girl Scouting	18
Comparison of Girl Scout Adult and General Public Surveys	20

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Foreword

One of the major corporate goals of Girl Scouts of the U.S.A. is that:

> GSUSA will promote respect for and appreciation of the religious, racial, ethnic, social, and economic diversity of this country by reflecting that diversity in its membership, leadership, and program and by eliminating institutional racism in Girl Scouting.

In order to help implement that goal, the GSUSA National Board of Directors commissioned an unprecedented survey of the attitudes of Girl Scout members and non-members toward minority presence and participation in Girl Scouting. While many studies often fail to ask minorities their opinions about these matters, the GSUSA survey obtained the views of more than 6,000 people throughout this nation—almost half of whom were minority group members.

The depth of this study is matched by its breadth. It is, in effect, five studies in one: an internal survey of three groups: girl members, girl non-members, and adult members; and an external survey of two groups: a representative cross-section of the general public, and an oversampling of minorities in the general public.

GSUSA should be commended for having the courage to commission a study of such sensitivity without knowing what the results would be. Its courage was vindicated by the overwhelmingly favorable opinion about Girl Scouting among the general public as well as its own members and, more importantly, among minorities as well as Whites. These results indicate that Girl Scouting has made impressive strides in reaching out to minorities and moving toward its goals of equal opportunity and pluralism. However, this study also reveals that efforts to increase the presence and participation of minorities must continue to be a major priority of Girl Scouting.

Several caveats should be kept in mind when reviewing the findings of this study. First of all, it is an exploratory and not an explanatory study. That is, its primary objective is to describe the major social and economic background characteristics that are related to attitudes about minorities in Girl Scouting, it does not attempt to identify causal or explanatory determinants of those attitudes. Secondly, the popular tendency to dismiss relatively small percentages as insignificant should be strongly resisted, since those figures, when translated into absolute numbers, represent sizable segments of the American public. A 10 percent response among the general public, for example, represents the attitudes of about six million heads of households across this nation. Third, because of the fluidity of opinions, greater significance should be attached to patterns of response to many questions than to one or two questions. And, finally, the results presented in the executive summary should only be viewed as a selection of important highlights; the more detailed statistical support and discussion of those findings can be found in the comprehensive report.

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Background

For most of its 70-year history, Girl Scouts of the United States of America has worked to increase the presence and participation of minority groups in Girl Scouting.

The National Executive Director of Girl Scouts of the U.S.A. is accountable for implementing these initiatives throughout the organization, as is specified by the policies of the National Board of Directors.

In October 1978, the National Board of Directors approved the conducting of a nationwide survey of girls and adults, both within and outside of the Girl Scout organization. The purposes of the survey were to determine:

(a) to what extent attitudes regarding minority presence and participation in Girl Scouting have remained the same and/or changed;

(b) whether one section of the United States has experienced a greater degree of impact regarding minority presence and participation in Girl Scouting than another;

(c) what proportion of Girl Scout members and the general public are open to a totally pluralistic Girl Scout organization;

(d) to what extent majority participation in Girl Scouting has been affected because of minority presence and/or participation;

(e) to what extent minority participation in Girl Scouting has been affected because of minority presence and/or participation;

(f) to what extent Girl Scout members and the general public are aware of minority presence, participation, and contributions in Girl Scouting.

The survey, entitled "The Impact of Minority Presence in Girl Scouting on White and Minority Communities," was established as a collaborative effort between Girl Scouts of the United States of America and the National Urban League, Inc., and sought to investigate the following key questions:

1. What are the attitudes of White and minority Girl Scouts and non-Girl Scouts toward Girl Scouting in general? What do they feel are the major tasks facing Girl Scouting?
2. What are the attitudes of White and minority Girl Scouts and non-Girl Scouts toward minorities in Girl Scouting? How much have these attitudes changed over the past two years?
3. How committed are White and minority Girl Scouts and non-Girl Scouts to a totally pluralistic Girl Scout organization? To what extent do they support Girl Scout efforts to recruit minorities, to teach minority customs, and to provide financial aid to needy members?
4. To what extent are White and minority Girl Scouts and non-Girl Scouts aware of minority presence and participation in Girl Scouting? How knowledgeable are they about minority presence and contributions in Girl Scout publications? How aware are they of special Girl Scout efforts to increase the participation of minorities, and the success of such efforts?
5. What impact have minorities had on Girl Scouting? Has there been any effect on the size of the White membership? How positive have the contacts been between White and minority Girl Scout members?
6. What recommendations do Whites and minorities have for enhancing the participation of minorities in Girl Scouting?

Subsequent to the National Board's decision to implement the study, the National Urban League, Inc., agreed to serve as resource consultant and to secure the services of an external firm (The Roper Organization, Inc.) to conduct a survey of adults from the general public.

The findings of the minority impact study are presented in a comprehensive report as well as an executive summary. The latter is intended to serve as an overview of the study, not as a substitute for the comprehensive report. Full documentation of the methodology employed in the study and its major findings can be obtained from the comprehensive report.

Both the executive summary and the comprehensive report are solely the property of Girl Scouts of the United States of America.

Profile of Survey Respondents

Girl Scout Survey Respondents

Girl Scout Girls

Thirty-two percent (or 1,334) of the 4,214 Junior Girl Scouts and Cadette Girl Scouts surveyed responded to the questionnaire.

Total Girl Scout Girl Respondents

	Number	Percent
Total Girl Scout Girls	1,334	100
White	623	47
Black	376	28
Hispanic	95	7
American Indian/Alaskan Native	100	8
Asian/Pacific Islander	76	6
No Answer	64	5

Non-Girl Scout Girls

Thirty-nine percent (or 416) of the 1,076 non-Girl Scout girls surveyed responded to the questionnaire.

Total Non-Girl Scout Girl Respondents

	Number	Percent
Total Non-Girl Scout Girls	416	100
White	190	46
Black	144	35
Hispanic	38	9
American Indian/Alaskan Native	21	5
Asian/Pacific Islander	7	2
No Answer	16	4

Girl Scout Adults and Senior Girls

Twenty-five percent (or 2,417) of the 9,555 Girl Scout adults and Senior Girl Scouts surveyed responded to the questionnaire.

Total Girl Scout Adult Respondents

	Number	Percent
Total Girl Scout Adults	2,417	100
White	1,787	74
Black	419	17
Hispanic	70	3
American Indian/Alaskan Native	46	2
Asian/Pacific Islander	54	2
No Answer	41	2

Respondents from The Roper Organization, Inc., Survey of the General Public

In order to conduct an in-depth study of the attitudes of Whites and minorities in the general public toward minorities in Girl Scouting, it was necessary to derive a sample that was stratified by ethnic group. Since Blacks and Hispanics would comprise only about one-tenth and one-fifth, respectively, of national cross-sectional surveys, The Roper Organization randomly "oversampled" both of those minority groups from national representative telephone listings until an adequate sample size (over 400) for each was reached. Consequently, the following four samples of adult respondents from the general public were selected:

(a) 1,203 respondents in a nationally representative cross-section of persons 18 years and over, excluding the minority respondents who were oversampled;

(b) 983 White respondents, most of whom were also in the national cross-section;

(c) 536 Black respondents who were randomly oversampled;

(d) 439 Hispanic respondents who were randomly oversampled.

These respondents possess the following characteristics:

—Nearly one-half of the White and minority respondents are women.

—Minorities, especially Hispanics, are younger than Whites: 39 percent of the Hispanic respondents are under 30 years old, 32 percent of the Blacks, and only 29 percent of the Whites.

—One-third of the Blacks and Hispanics, and 19 percent of the Whites, did not complete high school.

—21 percent of the Whites, 11 percent of the Blacks, and 12 percent of the Hispanics finished college.

—9 percent of the Whites, 14 percent of the Hispanics, and 22 percent of the Blacks have annual incomes under $7,000.

—About one-half of the Whites have annual incomes of $20,000 or more, compared to one-fourth of the Blacks and one-third of the Hispanics.

—55 percent of the Blacks live in the South; the Whites and Hispanics are more evenly distributed across most regions.

—The majority of the Blacks (56 percent) and Hispanics (51 percent) live in large central cities; only 22 percent of the Whites live in cities with populations of 250,000 or more; nearly 30 percent of the Whites and Hispanics live in suburbs of large cities, compared to 6 percent of the Blacks; 20 percent of the Whites live in small towns or rural areas, compared to 23 percent of the Blacks and 2 percent of the Hispanics.

In general, the Black and Hispanic respondents in the general public survey tend to be younger, and have less formal education and lower annual incomes than the White respondents. Further, the majority of the Blacks and Hispanics live in large central cities, while the Whites are concentrated in suburban areas and small towns.

Methodology Employed

In the Girl Scout Internal Survey

GSUSA used a stratified random sampling technique to select the Junior and Cadette Girl Scout girls, Girl Scout-affiliated adults, and non-Girl Scout girls who participated in the survey. Of the 28 councils chosen, three were selected because of their concentration of American Indian or Alaskan Native girls and adults; three for their Asian or Pacific Islander makeup, three for their Hispanic makeup, and 15 for their Black membership of 20 percent or higher. The remaining four councils were randomly selected.

In addition, all members of the National Board of Directors and the national staff of GSUSA were asked to participate in the survey. National Executive Director Frances Hesselbein appointed a multiracial, interdepartmental task group of executive staff members to assist in conducting the study.

The task group, in conjunction with the special consultant to the minority impact study and the director of research of the National Urban League, developed the initial questionnaire items. After pretesting, questionnaires were developed for each of three samples in the internal Girl Scout survey (Girl Scout girls, non-Girl Scout girls, Girl Scout adults), as well as a questionnaire for the survey of the general public, conducted by The Roper Organization, Inc. Guides for leaders also were developed to help them administer the questionnaires to Junior Girl Scouts and Cadette Girl Scouts and non-Girl Scout girls.

Survey data was collected in the following manner:

- Questionnaires were mailed to the sample of Girl Scout adults, with the exception of the parents of Junior and Cadette Girl Scouts, who received their questionnaires via their daughters.
- The questionnaire for the Junior Girl Scouts and Cadette Girl Scouts was administered in group sessions led by troop leaders.
- The questionnaire for non-Girl Scout girls was administered in group sessions led by individuals affiliated with community organizations or by staff members of local Girl Scout councils.

In The Roper Organization, Inc., Survey

The Roper Organization, Inc., conducted its general public survey by telephone to a nationwide sample of adults who may or may not have had previous contact with Girl Scouting. The sample consisted of 2,010 men and women aged 18 and over, and was divided into three parts: a national cross-section of 1,203 respondents who were interviewed regardless of ethnic origin; and two "oversamples" to reach 536 additional Blacks and 439 additional English-speaking Hispanics.

Highlights of the Internal Survey of the Girl Scout Population

Attitudes toward Girl Scouting in General

Opinion About Girl Scouting

Girl Scout Girls

1. The overwhelming majority of Girl Scout girls have favorable opinions about Girl Scouting. Over 80 percent of all Girl Scout girls feel that Girl Scouting is "great" or "good"—Whites (82 percent), Blacks (85 percent), Hispanics (87 percent), Asians (87 percent), and American Indians (87 percent).
2. However, minority Girl Scout girls have stronger positive opinions about Girl Scouting than do White girls. While 51 percent of White Girl Scout girls feel that Girl Scouting is "great," higher proportions of Blacks (60 percent), Hispanics (63 percent), Asians (55 percent), and American Indians (75 percent) feel that strongly about Girl Scouting.

Non-Girl Scout Girls

3. Three out of every five (63 percent) of non-Girl Scout girls have favorable opinions about Girl Scouting. But minority non-Girl Scout girls have much stronger positive attitudes about Girl Scouting than do White girls. While only one-fifth (18 percent) of White non-Girl Scout girls feel that Girl Scouting is "great," more than twice as many Blacks (50 percent), Asians (43 percent), and Hispanics (37 percent) feel that strongly about Girl Scouting.

Girl Scout Adults

4. Nine out of every ten (89 percent) Girl Scout-related adults feel that Girl Scouting is "excellent" or "good," while only 8 percent feel that it is "fair" or "poor."
5. Minority Girl Scout adults—Hispanics (90 percent), Asians (87 percent), Blacks (86 percent) and American Indians (81 percent)—are about as likely as Whites (92 percent) to have favorable opinions about Girl Scouting.

Important Tasks Facing Girl Scouting

Girl Scout and Non-Girl Scout Girls

1. Girl Scout and non-Girl Scout girls are in substantial agreement as to the most important tasks facing Girl Scouting today. Both samples of girls feel that the two most important tasks are "teaching non-Girl Scouts about Girl Scouting" (80 percent of Girl Scout girls and 75 percent of non-Girl Scout girls) and "getting more girl members" (74 percent of Girl Scout girls and 70 percent of non-Girl Scout girls).
2. Both samples of girls also consider "getting more troop leaders" (56 percent of Girl Scout girls and 59 percent of non-Girl Scout girls) and "teaching girls what it means to be a woman in the 1980s" (53 percent of Girl Scout girls and 60 percent of non-Girl Scout girls) to be next in priority.
3. Girl Scout girls and non-Girl Scout girls, regardless of ethnic group, consider "getting more non-White members" (23 percent of Girl Scout girls and 26 percent of non-Girl Scout

girls) and "getting more White members" (14 percent of Girl Scout and non-Girl Scout girls) to be of much lower priority than the other four objectives.

Girl Scout Adults

4. Girl Scout-related adults attach somewhat greater importance to "getting more adult volunteers" (76 percent) and "making the public more aware of Girl Scouting" (71 percent) than they do to "getting more girl members" (63 percent) and "making girls aware of the changing roles of women" (60 percent).
5. But Girl Scout adults rank "getting more minority group members" (30 percent) and "getting more senior citizens involved in Girl Scouting" (29 percent) much lower than the other four objectives.
6. Although minority Girl Scout adults also rank the other four objectives higher than that of recruiting more minority members, Blacks (47 percent), Hispanics (39 percent), Asians (33 percent), and American Indians (30 percent), nevertheless, attach greater importance to getting more minority members than do Whites (26 percent).

Attitudes Regarding Minority Presence in Girl Scouting

Girl Scout Adults

1. Over the past two years, the proportion of Girl Scout adults who approve of minority persons being members of Girl Scouting rose from 83 percent to 90 percent.
2. Much larger increases in those approving of minority Girl Scout members over the past two years occurred among Hispanics (from 81 percent to 97 percent), Asians (from 63 percent to 83 percent), and American Indians (from 61 percent to 76 percent) than Whites (from 86 percent to 92 percent) or Blacks (from 79 percent to 88 percent).
3. But Hispanic (69 percent) and Black (61 percent) Girl Scout adults are more likely to "strongly approve" of minority Girl Scout members today than are Whites (54 percent), Asians (50 percent), and American Indians (41 percent).

Commitment to a Totally Pluralistic Girl Scout Organization

Efforts to Get More Minorities

Girl Scout Adults

1. Three-fourths (74 percent) of all Girl Scout adults support Girl Scout efforts to get more minorities to join, while only 6 percent oppose such efforts. However, Blacks (72 percent) and Hispanics (67 percent) more "strongly favor" such recruitment efforts than do American Indians (50 percent), Asians (46 percent), and Whites (42 percent).
2. Two-thirds (68 percent) of Girl Scout adults support special efforts to appeal to minorities, while only 15 percent are opposed to such appeals. Hispanics (66 percent) and Blacks (60 percent), once again, more "strongly favor" such special appeals than do American Indians (46 percent), Asians (39 percent), and Whites (32 percent).

Teaching About Minority Customs

Girl Scout Girls

1. Nine out of every ten (88 percent) Girl Scout girls think that Girl Scouting should teach its members about minority customs and cultures.
2. Minority Girl Scout girls are more likely than White girls to feel that Girl Scouting should teach about minority customs. Less than half (45 percent) of White Girl Scout girls feel that Girl Scouting should teach "a lot" about minorities, compared to three-fifths or more of American Indians (68 percent), Blacks (62 percent), Hispanics (59 percent), and Asians (59 percent).

Non-Girl Scout Girls

3. The overwhelming majority (84 percent) of non-Girl Scout girls feel that Girl Scouting should teach about minority customs. But Blacks (58 percent) and Hispanics (61 percent) are more likely to feel that "a lot" should be taught about minorities than are Whites (48 percent), Asians (43 percent), and American Indians (38 percent).

Girl Scout Adults

4. Over 80 percent of all Girl Scout adults think that Girl Scouting should teach its members about minority customs and cultures. But Hispanics (57 percent) and Blacks (55 percent) are more likely to "strongly favor" such teaching than are Asians (52 percent), American Indians (46 percent), and Whites (38 percent).

Amount of Aid to Needy Members

Girl Scout Girls

1. Three-fourths (73 percent) of all Girl Scout girls feel that Girl Scouting should provide financial assistance to needy members. And, White (70 percent) girls are almost as likely to feel that "a lot" or "some" help should be given to needy girls as are Hispanics (78 percent), Blacks (77 percent), American Indians (77 percent), and Asians (75 percent).

Non-Girl Scout Girls

2. Three-fourths (75 percent) of all non-Girl Scout girls also feel that financial aid should be given to needy members. And White (76 percent) girls are just as likely as minority girls—American Indians (81 percent), Blacks (75 percent), Asians (71 percent), and Hispanics (66 percent)—to feel that "a lot" or "some" help should be provided to needy girls.

Girl Scout Adults

3. Over three-fourths (78 percent) of all Girl Scout adults approve of helping needy members. Although Blacks (85 percent) and Hispanics (85 percent), are more likely to approve of such aid than are Whites (78 percent), Asians (78 percent), and American Indians (68 percent), the overwhelming majority of Girl Scout adults, regardless of ethnic group, approve of Girl Scout aid to needy girls.

Source of Aid to Needy Members

Girl Scout Girls

1. Girl Scout girls are divided as to who should provide financial aid to needy girls. Two-fifths (38 percent) feel that national GSUSA should provide the aid, 28 percent feel it

should come from the Girl Scout troops, 22 percent think that Girl Scout councils should provide it, and only 8 percent of the Girl Scout girls feel that the aid should come from outside Girl Scouting.

2. Blacks (43 percent), Hispanics (42 percent), and American Indians (40 percent) are somewhat more likely to feel that the national organization should provide the aid than are Asians (36 percent) and Whites (35 percent). At the same time, about half of all Girl Scout girls, regardless of ethnic group, feel that such aid should come from either councils or troops.

Non-Girl Scout Girls

3. Non-Girl Scout girls are also divided about the source of aid to needy girls. About two-fifths (42 percent) feel that national should provide it, 25 percent feel it should come from the troops, 19 percent think it should come from the councils, and 11 percent think it should come from outside the organization.

4. Hispanics (50 percent) and American Indians (48 percent) are more likely to feel that national GSUSA should provide the aid than are Asians (43 percent), Blacks (41 percent), and Whites (40 percent). Yet, 57 percent of Asians and 48 percent of White non-Girl Scout girls feel that either councils or troops should provide such aid, compared to 42 percent of Blacks and Hispanics and 29 percent of American Indians.

Girl Scout Adults

5. Girl Scout adults are even more divided about the source of aid to needy girls than are Girl Scout and non-Girl Scout girls. Two-fifths (41 percent) feel that such financial assistance should come from the councils, 34 percent feel it should come from national, 21 percent feel it should come from the troops, and almost one-third (31 percent) feel it should come from outside Girl Scouting.

6. Blacks (45 percent), American Indians (39 percent), and Hispanics (37 percent) are more likely to feel that national should provide the aid than Asians (33 percent) or Whites (31 percent). However, 70 percent of Hispanics, 65 percent of Whites, and 61 percent of American Indians feel that either councils or troops should provide the aid, compared to 54 percent of Asians and 50 percent of Blacks.

7. Whites (35 percent), Hispanics (24 percent), and American Indians (24 percent) are more likely to feel that aid to needy members should come from outside Girl Scouting than are Blacks (19 percent) and Asians (13 percent).

Awareness of Minority Presence and Participation

Identification of Minorities in City or Town

Girl Scout Girls

1. Over two-thirds of Girl Scout girls say that Whites (72 percent) or Blacks (68 percent) live in their communities, while two-fifths say that Hispanics (41 percent) live there, and 29 percent say that American Indians live in their areas.

Non-Girl Scout Girls

2. Over two-thirds of non-Girl Scouts also say that Whites (68 percent) and Blacks (71 percent) live in their communities, while about one-third say that Hispanics (37 percent) and Asians (30 percent) live there, and 17 percent say that American Indians live in their localities.

Girl Scout Adults

3. About half of all Girl Scout adults say that Blacks (52 percent) live in their communities, 31 percent say Hispanics live there, 25 percent say Asians live there, 8 percent say American Indians live there, and one-third (32 percent) say that all four minorities live in their local areas.

Identification of Minorities in Troop

Girl Scout Girls

1. About three-fourths (72 percent) of Girl Scout girls say that Whites are members of their troop, half say that Blacks (53 percent) belong to their troop, one-fifth say Asians (20 percent) and Hispanics (18 percent), 9 percent say American Indians, and 6 percent say that all five groups belong to their troop.

2. As might be expected, Girl Scout girls are most likely to indicate that members of their own ethnic group belong to their troops. Whites most frequently indicate that Whites (89 percent) belong to their troop, Blacks most often say Blacks (83 percent), Hispanics most often say Hispanics (70 percent), Asians most often say Asians (78 percent). American Indians are the only group that most frequently report another ethnic group—Whites (64 percent)—over its own (55 percent).

Girl Scout Publications Read

Girl Scout Girls

1. *Worlds to Explore* (68 percent) and *Daisy* (40 percent) are the two most widely-read Girl Scout publications by Girl Scout girls, followed by *Wide World of Girl Guiding and Girl Scouting* (16 percent), *Careers to Explore* (11 percent), *Girl Scout Leader* (10 percent), and *From Dreams to Reality* (10 percent).

Girl Scout Adults

2. Girl Scout adults are more likely to read *Worlds to Explore* (61 percent), *Leader* (56 percent), and *Daisy* (50 percent) than they are to read *Careers to Explore* (34 percent), *From Dreams to Reality* (34 percent), and *Wide World of Girl Guiding and Girl Scouting* (28 percent).

Amount of Minority Information in Girl Scout Publications

Girl Scout Girls

1. Girl Scout girls are divided as to whether or not Girl Scout publications tell enough about minorities. While one-third (31 percent) feel that only "a little" or "not enough" is told about minorities, 40 percent of the girls feel that "too much" or "enough" is told about minorities, and 25 percent "don't know."

2. Whites (31 percent), Blacks (36 percent), and Hispanics (34 percent) are more likely to feel that only "a little" or "not enough" is told about minorities than are Asians (26 percent) and American Indians (22 percent).

3. American Indians (46 percent) and Hispanics (46 percent) are more likely to feel that "too much" or "enough" is told about minorities in Girl Scout publications than are Whites (40 percent), Blacks (39 percent), and Asians (32 percent).

Girl Scout Adults

4. Girl Scout adults are not as divided as Girl Scout girls about whether Girl Scout publications tell enough about minorities. Half (49 percent) feel that Girl Scout publications provide enough information about minorities, while 20 percent do not feel they provide enough information, and one-fourth (26 percent) do not know.

5. Whites (54 percent) and Asians (46 percent) are more likely to feel that enough information on minorities is provided than are Hispanics (41 percent), American Indians (39 percent), and Blacks (30 percent).

6. But minorities are more likely than are Whites to feel that not enough information on minorities is provided. While 13 percent of White Girl Scout adults feel that not enough information on minorities is provided, more than twice as many Blacks (47 percent), Hispanics (31 percent), American Indians (28 percent), and Asians (26 percent) share that belief.

Awareness of Girl Scout Efforts for Minorities

Girl Scout Girls

1. Three-fourths (76 percent) of Girl Scout girls feel that Girl Scouting has helped its members learn about minorities. Interestingly, minority girls—Blacks (47 percent), Asians (45 percent), Hispanics (44 percent), and American Indians (41 percent)—are more likely than are White girls (27 percent) to feel that Girl Scouting has helped "a lot" in increasing knowledge about minorities.

Non-Girl Scout Girls

2. Three-fourths (74 percent) of non-Girl Scout girls also feel that Girl Scouting has helped its members learn about minorities. But Asians (43 percent), American Indians (43 percent), and Blacks (35 percent) are more likely than are Whites (24 percent) and Hispanics (24 percent) to feel that Girl Scouting has helped its members learn "a lot" about minorities.

Girl Scout Adults

3. The majority (59 percent) of Girl Scout adults feel that Girl Scouting has helped its members learn about minorities. But Asians (70 percent) are more likely to feel that way than are Whites (61 percent), Hispanics (59 percent), Blacks (50 percent), and American Indians (48 percent).

4. However, American Indians (35 percent) and Blacks (31 percent) are more likely to feel that Girl Scouting has not helped its members learn enough about minorities than are Hispanics (24 percent), Whites (19 percent), and Asians (17 percent).

5. The overwhelming majority (71 percent) of Girl Scout adults do not know about any special efforts made by Girl Scouting on behalf of minorities, while one-fourth (25 percent) say they do know about such special efforts. Blacks (84 percent) and Asians (82 percent) are

much more unaware of such special efforts than are American Indians (70 percent), Hispanics (70 percent), and Whites (67 percent).

Effectiveness of Girl Scout Efforts Regarding Minorities

Girl Scout Adults

1. Over half (63 percent) of all Girl Scout adults feel that Girl Scouting does meet the interests and needs of its minority members; only 12 percent feel that it does not, and one-fifth (20 percent) do not know. Although the majority of minority Girl Scout adults feel that Girl Scouting does meet the needs of minorities, Blacks (22 percent), American Indians (20 percent), and Asians (19 percent) are more likely than are Whites (10 percent) and Hispanics (11 percent) to feel that Girl Scouting does not meet minority needs.
2. About three-fourths (73 percent) of Girl Scout adults feel that Girl Scouting has been successful in giving minorities the chance to be involved at all levels of Girl Scouting. But American Indians (67 percent), Whites (66 percent), Blacks (66 percent), and Hispanics (63 percent) are more likely to feel that Girl Scouting has been successful in this effort than are Asians (56 percent).
3. Two-fifths (40 percent) of Girl Scout adults feel that minorities are most needed at all levels of Girl Scouting; one-third (34 percent) feel they are most needed as volunteers; one-fourth (23 percent) feel they are needed as girl members; 9 percent feel they are needed as decision-makers; 5 percent feel they are needed as employed staff; and 6 percent feel they are not needed at any level.

Impact of Minority Presence on Girl Scouting

Perception of Size of Minority Membership

Girl Scout Adults

1. Four-fifths (80 percent) of all Girl Scout adults either feel that the minority membership is getting larger (43 percent) or do not know (36 percent); while one-fifth (19 percent) either feel that it was staying the same (10 percent) or getting smaller (9 percent). Whites (46 percent) and Hispanics (43 percent) are more likely than are American Indians (39 percent), Asians (37 percent), or Blacks (33 percent) to feel that the minority Girl Scout membership is getting larger.

Perception of Size of White Membership

Girl Scout Adults

1. Girl Scout adults are sharply divided about the changing size of White membership. One-fourth (25 percent) say it is getting smaller; another fourth (24 percent) say it is staying about the same size; 15 percent say it is getting larger; and one-third (34 percent) say they do not know. Minorities are just as divided as Whites about the size of White membership.

Extent of Contact with Other Groups

Girl Scout Girls

1. Girl Scout girls are much more likely to have done things with Whites (76 percent) and Blacks (69 percent) than with Asians (38 percent), Hispanics (35 percent), and American Indians (25 percent) such as playing together or going to the same school.
2. Even in their troop activities, Girl Scout girls are more likely to have done things with Whites (75 percent) and Blacks (61 percent) than with Asians (24 percent), Hispanics (23 percent), and American Indians (14 percent).

Non-Girl Scout Girls

3. Non-Girl Scout girls are also more likely to have done things with Whites (77 percent) and Blacks (73 percent) than with Hispanics (34 percent), Asians (29 percent), and American Indians (18 percent).

Girl Scout Adults

4. Girl Scout adults are also more likely to have had contact with Whites and Blacks than with other minorities. While 77 percent and 36 percent of all Girl Scout adults have "a lot" of contact with Whites and Blacks, respectively, only 14 percent, 6 percent, and 4 percent have "a lot" of contact with Hispanics, Asians, and American Indians, respectively, in Girl Scout-related activities.

Attitudes toward Contact with Other Groups

1. The overwhelming majority of Girl Scout girls have frequent positive contacts with other groups. Three-fifths (63 percent) of Girl Scout girls enjoy doing things with other groups "always" or "most of the time," while only one-fourth (26 percent) have less positive contacts.
2. Three-fifths (58 percent) of all non-Girl Scout girls also have frequent positive contact with other groups, while one-third (33 percent) have positive contacts much less frequently.
3. Three-fourths (75 percent) of all Girl Scout adults have positive contacts very frequently, while only 13 percent have positive contacts less often.

Effect of Minorities on Girl Scouting

Girl Scout Girls

1. Almost half (44 percent) of Girl Scout girls feel that minorities made Girl Scouting better, while 31 percent say "no difference" and 20 percent do not know. Two-fifths of Whites (42 percent) and Asians (40 percent) feel that minorities made it better, compared to about half of Blacks (47 percent), Hispanics (48 percent), and American Indians (53 percent).

Non-Girl Scout Girls

2. Half (49 percent) of non-Girl Scout girls feel that minorities made Girl Scouting better, 25 percent say "no difference" and 23 percent do not know. Three-fifths of American Indians (62 percent) feel minorities made it better, compared to about half of Whites (50 percent), Hispanics (50 percent), Blacks (46 percent), and Asians (43 percent).

Girl Scout Adults

3. A clear majority (63 percent) of Girl Scout adults feel minorities had a positive impact on Girl Scouting, 22 percent feel that they have made "no difference," and only 6 percent feel that their impact has been negative.
4. Hispanics (75 percent) and Asians (78 percent) are more likely to feel that minorities have had a positive impact than are Whites (63 percent), Blacks (61 percent), and American Indians (54 percent). American Indians (28 percent), Whites (23 percent), and Blacks (21 percent) are more likely to feel that minorities have made no difference than are Hispanics (17 percent) and Asians (9 percent).

Recommendations for Increasing Minority Involvement

Girl Scout Girls

Of the Girl Scout girl respondents who gave recommendations (approximately 50 percent), their first choice was emphasizing recruitment efforts to attract minority girls.

Girl Scout Adults and Senior Girl Scouts

- Include minorities in Girl Scout publicity campaigns.
- Do not place an overemphasis on minorities.
- Change Girl Scout program.
- Make positive statements about Girl Scouting.

Results of The Roper Organization, Inc., External Survey of the General Public

Opinion of Girl Scouting in the General Public

1. The overwhelming majority of Americans have favorable attitudes about Girl Scouting. While 84 percent have "excellent" or "good" opinions, only 6 percent have "fair" or "poor" opinions.

2. In recent years, the proportion of the general public with favorable attitudes about Girl Scouting has risen faster among minorities than Whites. While the proportion of Whites with favorable opinions increased from 84 percent to 85 percent between 1977 and 1981, the proportion of Blacks and Hispanics with favorable opinions increased from 74 percent to 81 percent and from 69 percent to 81 percent respectively.

3. Whites and minorities equally feel that getting more adult volunteers is a top priority for Girl Scouting today. But minorities attach greater importance to the objective of getting more minority members than do Whites.

Involvement in Girl Scouting in the General Public

1. Involvement in Girl Scouting has risen sharply throughout the nation. Between 1977 and 1981, the proportion of people with some involvement in Girl Scout-related activities rose from two-fifths to one-half of the nation. And that half has been involved in Girl Scouting personally (21 percent) or through a family member (30 percent).

2. The pervasiveness of Girl Scouting extends to minority as well as White households. While one-half (52 percent) of Whites in the general public had some prior involvement in Girl Scout activities, so did 48 percent of Blacks and 35 percent of Hispanics.

Attitudes of the General Public toward Minorities in Girl Scouting

1. The overwhelming majority of Whites (93 percent), Blacks (94 percent), and Hispanics (97 percent) approve of minority members in Girl Scouting; while only 3 percent of Whites, 3 percent of Blacks, and 2 percent of Hispanics disapprove.

2. A clear majority "strongly approve" of minorities in Girl Scouting: 68 percent of Blacks, 71 percent of Hispanics, 57 percent of Whites share that feeling.

3. The overwhelming majority of Whites—88 percent, or nine out of 10—support efforts to recruit more minorities into Girl Scouting. Only 8 percent oppose such efforts.

4. Whites with the most favorable attitudes toward minorities in Girl Scouting tend to be those who are young adults (18–39 years old), upper-income ($20,000 or more), college-educated, from the Northeast and West, had some prior involvement in Girl Scouting, and know girls who are current or former Girl Scouts.

5. Whites with the least favorable attitudes toward minorities in Girl Scouting tend to be 40 years old and over, low-income (under $12,000), had not completed high school, are from the South and Midwest, and had no prior involvement in Girl Scouting.

6. Although a majority of Blacks (72 percent), Hispanics (71 percent), and Whites (54 percent) feel that Girl Scouting is meeting the needs of minorities, twice as many Blacks (15 percent) and Hispanics (15 percent) as Whites (8 percent) feel that Girl Scouting is not meeting minority needs as well.

7. Between 69-79 percent of the Whites have very frequent positive contacts with Blacks, Hispanics, Asians, and American Indians, while 22-30 percent of Whites have less frequent positive contacts with minorities.

8. Although a majority of Blacks (58 percent) and Hispanics (75 percent) have very frequent positive contacts with Whites, 23 percent of Hispanics and 40 percent of Blacks have less frequent positive contact with Whites.

9. Nearly half (45 percent) of the Whites believe that minorities have had a positive impact on Girl Scouting; 4 percent think that it has been negative; one-fifth (20 percent) feel they have made "no difference"; and one-third (33 percent) "don't know" what impact minorities have had on Girl Scouting.

10. Over half of the Blacks (52 percent) and Hispanics (56 percent) believe that the impact of minorities on Girl Scouting has been positive, while only a small fraction of the Blacks (7 percent) and Hispanics (4 percent) feel it has been negative. About one-fifth of the Blacks (16 percent) and Hispanics (19 percent) "don't know" the impact of minorities on Girl Scouting.

Comparison of Girl Scout Adult and General Public Surveys

1. Girl Scout-affiliated adults are just as likely as the general public to approve of minorities in Girl Scouting. While 93 percent of Whites, 94 percent of Blacks, and 97 percent of Hispanics in the Roper general public survey approve of minorities in Girl Scouting, 92 percent of Whites, 88 percent of Blacks, and 98 percent of Hispanics in the Girl Scout survey also approve.

2. While Whites in the Girl Scout survey (70 percent) are less likely than Whites in the general public survey (88 percent) to favor efforts to get more minorities to join Girl Scouting, an overwhelming majority of Whites in both surveys nevertheless support such recruiting efforts.

3. About the same proportion of Blacks (88 percent) and Hispanics (87 percent) in the Girl Scout survey as Blacks (87 percent) and Hispanics (93 percent) in the general public survey support Girl Scout efforts to recruit more minorities.

4. While 63 percent of Whites in the Girl Scout survey feel that minority needs are being met well in Girl Scouting, only 54 percent of Whites in the general public survey feel that way. But 62 percent of Blacks and Hispanics in the Girl Scout survey think that Girl Scouting is meeting minority needs, compared to 72 percent of Blacks and 71 percent of Hispanics in the general public survey.

5. Whites in the Girl Scout survey (76 percent) are more likely than Whites in the general public survey (59 percent) to feel that efforts to enhance the participation of minorities at all levels of Girl Scouting have been successful.

6. Blacks (66 percent) and Hispanics (63 percent) in the Girl Scout survey are less likely than Blacks (75 percent) and Hispanics (69 percent) in the general public survey to feel that efforts to enhance minority participation in Girl Scouting have been successful; nevertheless, the overwhelming majority of minority respondents in both surveys feel that those efforts have been successful.

7. While 67-75 percent of the Whites in the general public survey have positive contacts with minorities very frequently, 79 percent of the Whites in the Girl Scout survey also have frequent positive contacts with minority groups.

8. Whites and minorities in the Girl Scout survey are much more likely than respondents in the general public survey to feel that minorities have had a positive impact on Girl Scouting. While 45 percent of Whites, 52 percent of Blacks, and 56 percent of Hispanics in the general public survey believe that the impact of minorities has been positive, 63 percent of Whites, 61 percent of Blacks, and 75 percent of Hispanics in the Girl Scout survey share that belief.